

FIG. 1

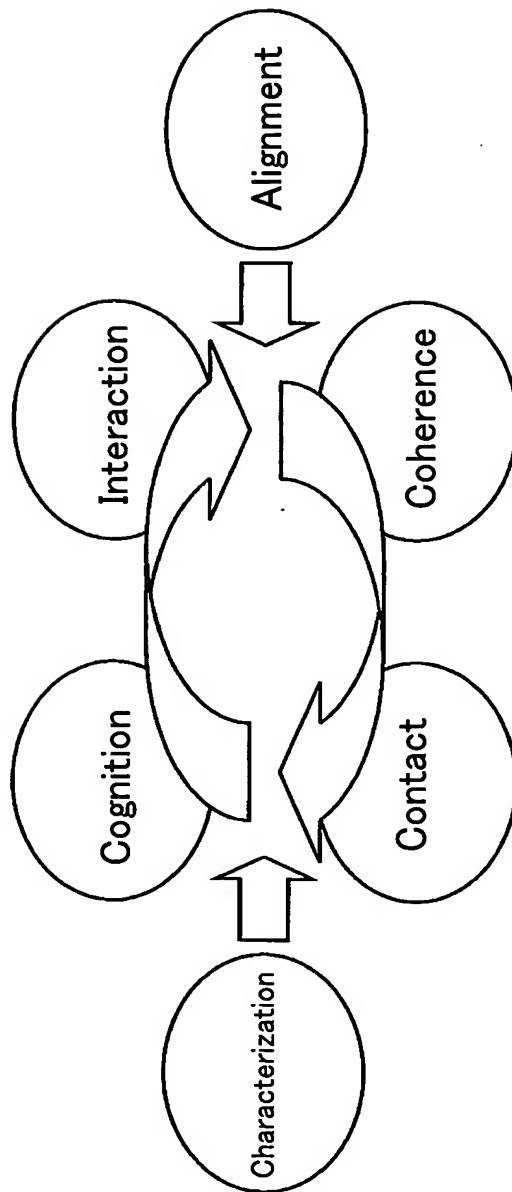


FIG. 2

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**FACTOR ANALYSIS RESULT****<CONTACT>**

- (1) MANY OPPORTUNITIES INDEX
- (2) MORE INSIGHTFUL EXPERIENCE INDEX
- (3) AMPLE BRAND INFORMATION INDEX

**<CHARACTERIZATION>**

- (4) CORPORATE PHILOSOPHY INDEX
- (5) PERSONALITY UNDERSTOOD INDEX
- (6) CLEAR BRAND FEATURES INDEX
- (7) CLEAR MARKETING OBJECTIVE INDEX

**<COGNITION>**

- (8) DIFFERENT IMPRESSION INDEX
- (9) APPEALING INDEX
- (10) NEW IMAGERY INDEX
- (11) NEW-FOUND INTEREST INDEX

**<INTERACTION>**

- (12) SOCIAL INTERACTION INDEX
- (13) REPUTATION AWARENESS INDEX
- (14) MORE PEOPLE INTERESTED INDEX

**<ALIGNMENT>**

- (15) SPECIFIC MOOD CONVEYED INDEX
- (16) AUTONOMOUS VALUE INDEX
- (17) PURCHASE-DECISION CRITERIA INDEX

**<COHERENCE>**

- (18) UNIQUENESS PERCEIVED INDEX
- (19) DEPTH PERCEIVED INDEX
- (20) COHERENCE PERCEIVED INDEX

**FIG. 3**

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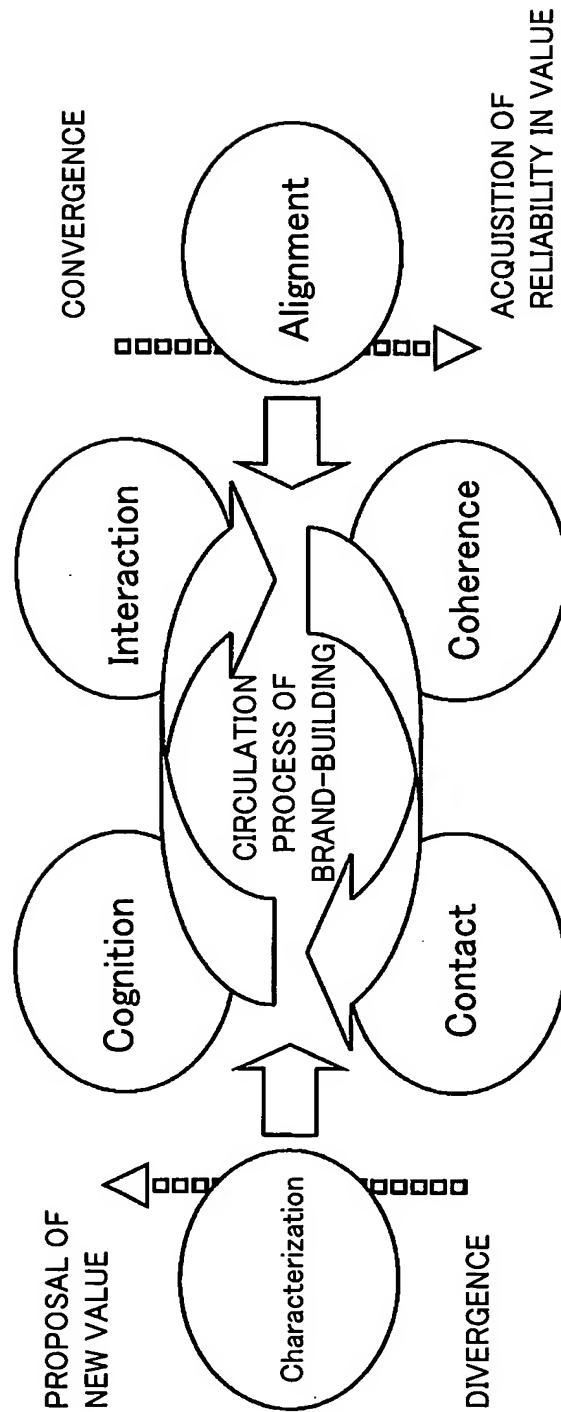


FIG. 4

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## QUESTION (1/2)

## &lt;CONTACT&gt;

- (1) MANY OPPORTUNITIES INDEX
  - THERE WERE MANY OPPORTUNITIES FOR TOUCHING GOODS AND SERVICES (OF THE BRAND)
- (2) MORE INSIGHTFUL EXPERIENCE INDEX
  - EXPERIENCE (ABOUT THE BRAND) INCREASED
- (3) AMPLE BRAND INFORMATION INDEX
  - IN CONTACT WITH INFORMATION (ON THE BRAND) MANY TIMES

## &lt;CHARACTERIZATION&gt;

- (4) CORPORATE PHILOSOPHY INDEX
  - FELT WILL OF COMPANY AND SENDER (FROM THE BRAND)
- (5) PERSONALITY UNDERSTOOD INDEX
  - CAN EXPRESS CHARACTERISTICS (OF THE BRAND)
- (6) CLEAR BRAND FEATURES INDEX
  - CHARACTERISTICS (OF THE BRAND) HAVE BEEN CLARIFIED
- (7) CLEAR MARKETING OBJECTIVE INDEX
  - INTENTION AND AIM (INCLUDED IN THE BRAND) ARE UNDERSTOOD

## &lt;COGNITION&gt;

- (8) DIFFERENT IMPRESSION INDEX
  - NEW FEELING (FROM THE BRAND)
- (9) APPEALING INDEX
  - VAGUELY ATTRACTED (BY THE BRAND)
- (10) NEW IMAGERY INDEX
  - VARIOUS IMAGES CAME TO MIND (FROM THE BRAND)
- (11) NEW-FOUND INTEREST INDEX
  - HAD NEW INTEREST (IN THE BRAND)

FIG. 5

**QUESTION (2/2)****<INTERACTION>**

- (12) SOCIAL INTERACTION INDEX**
  - TALKED (ABOUT THE BRAND) WITH OTHERS
- (13) REPUTATION AWARENESS INDEX**
  - LEARNED REPUTATION (OF THE BRAND)
- (14) MORE PEOPLE INTERESTED INDEX**
  - MORE PEOPLE ARE INTERESTED (IN THE BRAND)

**<ALIGNMENT>**

- (15) SPECIFIC MOOD CONVEYED INDEX**
  - FELT SPECIFIC MOOD (FROM THE BRAND)
- (16) AUTONOMOUS VALUE INDEX**
  - FELT VALUE LARGER THAN THAT OF INDIVIDUAL GOODS (FROM THE BRAND)
- (17) PURCHASE-DECISION CRITERIA INDEX**
  - FOUND IMPORTANT POINT OF SELECTION OF GOODS (FROM THE BRAND)

**<COHERENCE>**

- (18) UNIQUENESS PERCEIVED INDEX**
  - FELT WORLD INHERENT IN (THE BRAND)
- (19) DEPTH PERCEIVED INDEX**
  - FELT DEPTH (IN THE BRAND)
- (20) COHERENCE PERCEIVED INDEX**
  - FELT COHERENCE IN OVERALL IMPRESSION (OF THE BRAND)

**FIG. 6**

## ATTRIBUTES THAT CAN BE DESIGNATED

ALL INDIVIDUALS		SEX/AGE	
OALL INDIVIDUALS		OMALE/YOUNGEST-29	OFEMALE/YOUNGEST-29
		OMALE/30-39	OFEMALE/30-39
		OMALE/40-49	OFEMALE/40-49
		OMALE/50-59	OFEMALE/50-59
		OMALE/YOUNGEST-39	OFEMALE/YOUNGEST-39
		OMALE/40-59	OFEMALE/40-59
		OMALE/YOUNGEST-24	OFEMALE/YOUNGEST-24
		OMALE/25-34	OFEMALE/25-34
		OMALE/35-49	OFEMALE/35-49
		OMALE/35-44	OFEMALE/35-44

SEX		VALUE CLUSTER	
OMALE TOTAL		OSPIRERS	OREFORMERS
		OPLEASURE SEEKERS	OSATISFIED
		OACTIVE ACHIEVERS	OPRUDENT MASS
		OINDEPENDENTS	OFOLLOWERS

SEX/MARITAL STATUS		VALUE CLUSTER	
OMALE, NOT MARRIED	OFEMALE, NOT MARRIED		
OMALE, MARRIED	OFEMALE, MARRIED		

SEX/LIFE STAGE		VALUE CLUSTER	
OMALE/WITHOUT CHILDREN	OFEMALE/WITHOUT CHILDREN		
OMALE/WITH FIRST CHILD (ELEMENTARY SCHOOL OR LOWER GRADE)	OFEMALE/WITH FIRST CHILD (ELEMENTARY SCHOOL OR LOWER GRADE)		
OMALE/WITH FIRST CHILD (JUNIOR HIGH SCHOOL TO UNIVERSITY)	OFEMALE/WITH FIRST CHILD (JUNIOR HIGH SCHOOL TO UNIVERSITY)		
OMALE/FIRST CHILD (INDEPENDENT)	OFEMALE/FIRST CHILD (INDEPENDENT)		

FIG. 7

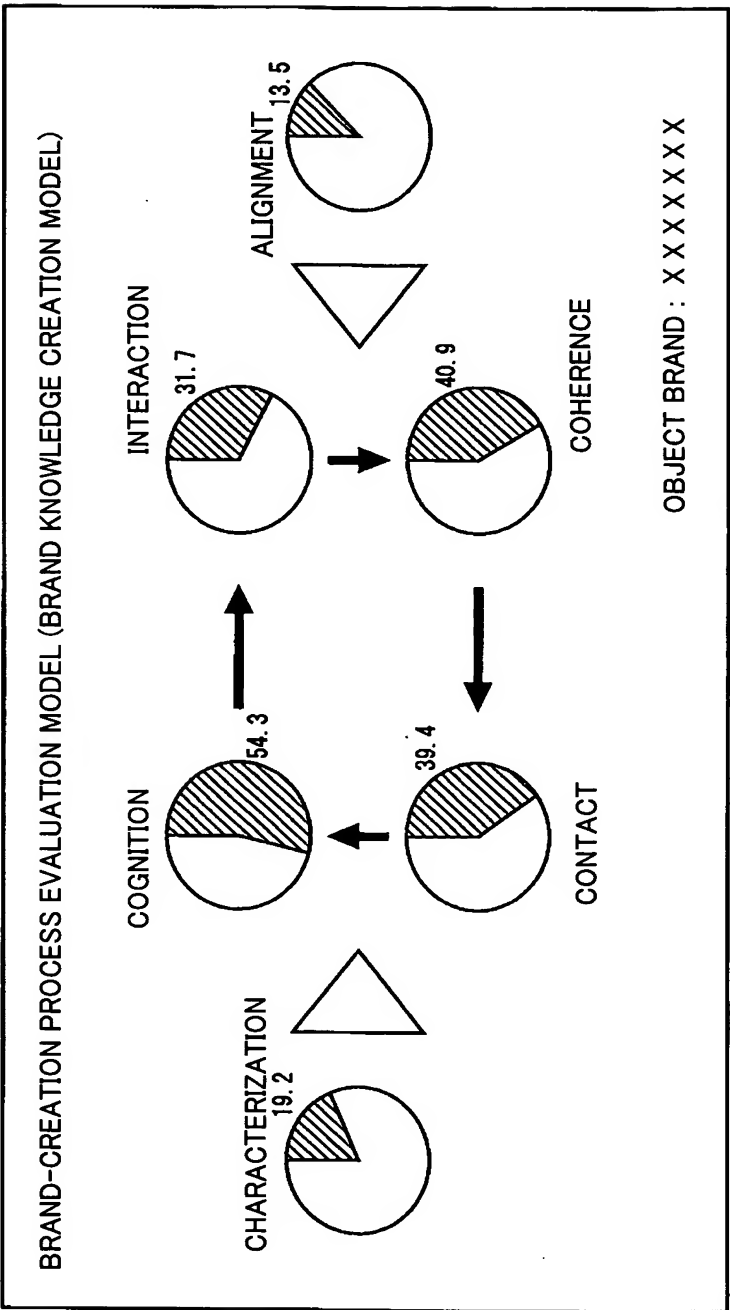


FIG. 8



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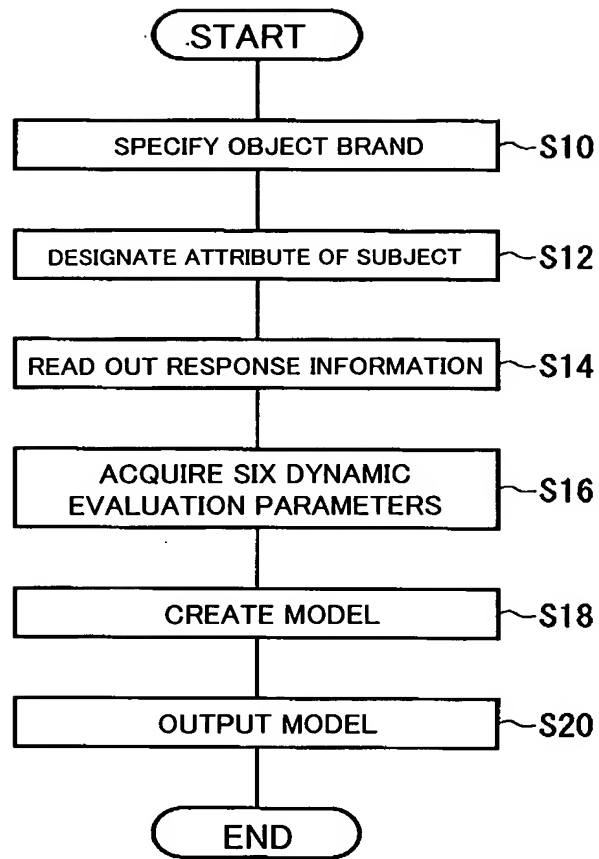


FIG. 9